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Message Text

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67
ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /050 W
---------- 028551
R 241024Z JUN 75
FM AMEMBASSY BUCHAREST
TO SECSTATE WASHDC 3241
INFO AMEMBASSY BERLIN
AMEMBASSY BUDAPEST
AMEMBASSY MOSCOW
AMEMBASSY SOFIA
AMEMBASSY VIENNA
AMEMBASSY WARSAW

UNCLAS BUCHAREST 2807

USDOC FOR BEWT

E.O. 11652: N/A
TAGS: BEXP, EEWT, RO
SUBJ: TRADE PROMOTION IN FY 76

REF: (A) STATE 132655; (B) BUCH 2512

1. AMBASSADOR DISCUSSED BUDGET SITUATION DESCRIBED REF A AND IMPLICATIONS OF POSSIBLY HAVING NO TRADE PROMOTION EVENTS CZ ROMANIA DURING FY 76 WITH BEWT DIRECTOR IN WASHINGTON JUNE 10. WE ARE PLEASED THAT THERE IS STILL A GOOD CHANCE FOR A FULL SCHEDULE. NEVERTHELESS, BELIEVE IT USEFUL TO REITERATE THAT A "NO EVENT" YEAR, IN THIS CASE 15 MONTHS, COULD NOT COME AT WORSE TIME. A GROWING NUMBER OF 1976-80 PLAN PROJECTS ARE BEING PUT OUT TO COMMERCIAL TENDER, AND WE EXPECT THEM TO INCREASE IN COMING MONTHS. BY FY 77 SOME OF THE BEST OPPORTUNITIES COULD BE LOST TO US FIRMS. MOREOVER, OUR OFFICIAL SPONSORSHIP OF TECHNICAL SALES SEMINARS AND TRADE MISSIONS HAS BEEN WARMLY RECEIVED BY GOR OFFICIALS IN RECENT MONTHS. TO STOP THIS ACTIVITY JUST AS THE TRADE AGREEMENT HOPEFULLY RECEIVES ITS FINAL BLESSING WOULD BE MYSTIFYING TO THEM, BUT WORSE, US
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FIRMS WOULD MISS UNIQUE OPPORTUNITY TO BENEFIT FROM FAVORABLE

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OFFICIAL RESPONSES TO GRANTING OF MFN. FY 76 WOULD BE BEST TIMING MANY YEARS FOR AN INCREASE IN USDOC EVENTS IN ROMANIA.

2. WE NOTE THAT THE BUCHAREST INTERNATIONAL FAIR, SCHEDULED FOR OCTOBER 14-23, 1976, IS NOT LISTED FOR AN EVENT UNDER EITHER ALTERNATIVE IN REF A. SINCE EXPENSES WOULD BE INCURRED FOR AN EXHIBITION WELL BEFORE SEPTEMBER 30, DOES THE OMISSION OF THE FAIR REFLECT A BUDGET TECHNICALITY, OR A DECISION NOT TO PARTICIPATE? AMBASSADOR'S IMPRESSION, FROM DISCUSSIONS IN BOTH COMMERCE AND USIA, WAS THAT FAIR WAS STILL ON SCHEDULE.

3. ALTHOUGH WE APPRECIATE THE PSYCHOLOGICAL AND COMMERCIAL IMPORTANCE OF OFFICIAL PARTICIPATION IN INTERNATIONAL FAIRS, HERE AND IN OTHER EE COUNTRIES, IF FORCED TO CHOOSE WE HAVE RESERVATIONS ABOUT OPTING FOR FAIR PARTICIPATION TO THE EXCLUSION OF OTHER, LESS EXPENSIVE BUT HIGHLY EFFECTIVE TECHNIQUES SUCH AS TECHNICAL SALES SEMINARS.
BARNES

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